

Rep Order# 6839671 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 2:42 PM 1 of 3

EC'd Yes Last Received: 08/08/2012 2:25 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 690 Agency C/P1/P2/E 11/27/690
Buyer Stephanie Maroney Flight Dates 09/04/2012 - 09/13/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

CLIENT: AMERICAN CROSSROADS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$27,700
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	5A-6A	EARLY AM NEWS	:30	\$700.00	09/05-09/05	1	1	1	\$700.00	
	3	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/06-09/06	1	1	1	\$700.00	
	5	M	5A-6A	EARLY AM NEWS	:30	\$700.00	09/10-09/10	1	1	1	\$700.00	
	8	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/13-09/13	1	1	1	\$700.00	
	10	W	7A-9A	TODAY SHOW	:30	\$1,800.00	09/05-09/05	1	1	1	\$1,800.00	
	11	TH	7A-9A	TODAY SHOW	:30	\$1,800.00	09/06-09/06	1	1	1	\$1,800.00	
	14	TU	7A-9A	TODAY SHOW	:30	\$1,800.00	09/11-09/11	1	1	1	\$1,800.00	
	23	TU	6P-630P	6PM NEWS	:30	\$1,800.00	09/11-09/11	1	1	1	\$1,800.00	
	25	W	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/05-09/05	1	1	1	\$1,200.00	
	26	F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
	29	TU	11P-1135P	LATE NEWS	:30	\$1,800.00	09/04-09/04	1	1	1	\$1,800.00	

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ALEXANDRIA, VA 22314
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Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TH	11P-1135P	LATE NEWS	:30	\$1,800.00	09/06-09/06	1	1	1	\$1,800.00	
	33	M	11P-1135P	LATE NEWS	:30	\$1,800.00	09/10-09/10	1	1	1	\$1,800.00	
	35	W	11P-1135P	LATE NEWS	:30	\$1,800.00	09/12-09/12	1	1	1	\$1,800.00	
	38	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/04-09/04	1	1	1	\$400.00	
	40	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/06-09/06	1	1	1	\$400.00	
	42	M	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/10-09/10	1	1	1	\$400.00	
	44	W	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/12-09/12	1	1	1	\$400.00	
	46	TU	1235A-135A	JIMMY FALLON	:30	\$150.00	09/04-09/04	1	1	1	\$150.00	
	47	W	1235A-135A	JIMMY FALLON	:30	\$150.00	09/05-09/05	1	1	1	\$150.00	
	52	W	1235A-135A	JIMMY FALLON	:30	\$150.00	09/12-09/12	1	1	1	\$150.00	
	53	TH	1235A-135A	JIMMY FALLON	:30	\$150.00	09/13-09/13	1	1	1	\$150.00	
	54	SU	7P-11P	SNF: PITTSBURGH/DENVER	:30	\$5,000.00	09/09-09/09	1	1	1	\$5,000.00	
	55	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/04-09/07	1	1	1	\$500.00	
	56	M-TH	10A-11A	TODAY SHOW 3	:30	\$400.00	09/10-09/13	1	1	1	\$400.00	

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---REPORT TOTALS---

Report Totals: 25 / \$27,700.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$27,700.00

Sales Totals: 25 / \$27,700.00

Station Totals: 25 / \$27,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,865	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE